

WHAT IS CLAIMED IS:

1. A method for generating a content management information used in determining a plan for utilizing contents in a plurality of utilization modes, comprising the steps of:

5 saving initial information about an object content;
 deciding whether initial information contained in each of a plurality of utilization result information indicating utilization results of other contents in the past is on the same level as the initial information of the object
10 content;

 extracting the utilization result information that contains the initial information decided to be on the same level; and

 generating the content management information about
15 the object content based on the extracted utilization result information.

2. A method for generating a content management information used in determining a plan for utilizing contents
20 in a plurality of utilization modes, comprising the steps of:

 saving initial information about an object content;
 deciding whether initial information contained in each of a plurality of utilization result information indicating utilization results of other contents in the past
25 is on the same level as the initial information of the object content;

 extracting the utilization result information that

contains the initial information decided to be on the same level and that is indicative of any one of a top ranking predetermined number of utilization effects contained in the utilization results; and

5 generating the content management information about the object content based on the extracted utilization result information.

3. The method according to claim 1, wherein the
10 initial information contains the utilization result of the object content in a predetermined utilization mode at a predefined initial stage.

4. The method according to claim 3, wherein in case
15 values indicated by the respective utilization results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

20 5. The method according to claim 1, wherein the initial information contains a holding result of an event based on which the object content has been created.

6. The method according to claim 5, wherein in case
25 values indicated by the respective holding results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are

decided to be on the same level.

7. The method according to claim 1, wherein the utilization result information contains the respective utilization results in the plurality of utilization modes;
5 and

the extracted utilization result information is used to thereby derive an average value in each of the plurality of utilization modes.

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8. The method according to claim 1, wherein the content contains image data; and

a mode of utilizing the content as data of a movie used at least when showing the movie is included as one of
15 the modes of utilizing the content.

9. A system for generating a content management information used in determining a plan for utilizing contents in a plurality of utilization modes, comprising:

20 means for saving initial information about an object content;

means for deciding whether initial information contained in each of a plurality of utilization result information indicating utilization results of other contents in the past is on the same level as the initial information
25 of the object content;

means for extracting the utilization result

information that contains the initial information decided to be on the same level; and

means for generating the content management information about the object content based on the extracted utilization result information.

10. A system for generating a content management information used in determining a plan for utilizing contents in a plurality of utilization modes, comprising:

10 means for saving initial information about an object content;

means for deciding whether initial information contained in each of a plurality of utilization result information indicating utilization results of other contents in the past is on the same level as the initial information of the object content;

means for extracting the utilization result information that contains the initial information decided to be on the same level and that is indicative of any one of a top ranking predetermined number of utilization effects contained in the utilization results; and

means for generating content management information about the object content based on the extracted utilization result information.

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11. The system according to claim 9, wherein the initial information contains the utilization result of the

object content in a predetermined utilization mode at a predefined initial stage.

12. The system according to claim 11, wherein in
5 case values indicated by the respective utilization results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

10 13. The system according to claim 9, wherein the initial information contains a holding result of an event based on which the object content has been created.

14. The system according to claim 13, wherein if
15 values indicated by the respective holding results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

20 15. The system according to claim 9, wherein the utilization result information contains the respective utilization results in the plurality of utilization modes;
and

the extracted utilization result information is used
25 to thereby derive an average value in each of the plurality of utilization modes.

16. The system according to claim 9, wherein the content contains image data; and

a mode of utilizing the content as data of a movie used at least when showing the movie is included as one of the modes of utilizing the content.

17. A program for causing a computer to execute a method for generating a content management information used in determining a plan for utilizing contents in a plurality of utilization modes, the method comprising the steps of:

saving initial information about an object content;

deciding whether initial information contained in each of a plurality of utilization result information indicating utilization results of other contents in the past is on the same level as the initial information of the object content;

extracting the utilization result information that contains the initial information decided to be on the same level; and

generating the content management information about the object content based on the extracted utilization result information.

18. A program for causing a computer to execute a method for generating a content management information used in determining a plan for utilizing contents in a plurality of utilization modes, the method comprising the steps of:

saving initial information about an object content;
deciding whether initial information contained in
each of a plurality of utilization result information
indicating utilization results of other contents in the past
5 is on the same level as the initial information of the object
content;

extracting the utilization result information that
contains the initial information decided to be on the same
level and that is indicative of any one of a top ranking
10 predetermined number of utilization effects contained in the
utilization results; and

generating the content management information about
the object content based on the extracted utilization result
information.

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19. The program according to claim 17, wherein the
initial information contains the utilization result of the
object content in a predetermined utilization mode at a
predefined initial stage.

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20. The program according to claim 19, wherein in
case values indicated by the respective utilization results
contained in the plurality of initial information are all in
a predetermined range, the plurality of initial information
25 are decided to be on the same level.

21. The program according to claim 17, wherein the

initial information contains a holding result of an event based on which the object content has been created.

22. The program according to claim 21, wherein in
5 case values indicated by the respective holding results contained in the plurality of initial information are all in a predetermined range, the plurality of initial information are decided to be on the same level.

10 23. The program according to claim 17, wherein the utilization result information contains the respective utilization results in the plurality of utilization modes; and

the extracted utilization result information is used
15 to thereby derive an average value in each of the plurality of utilization modes.

24. The program according to claim 17, wherein the content contains image data; and

20 a mode of utilizing the content as data of a movie used at least when showing the movie is included as one of the modes of utilizing the content.